

What is claimed is:

1. A double coated pressure sensitive adhesive sheet used for affixing a part of an electronic device, comprising:

5 an adhesive layer, which is provided on at least one surface of said double coated pressure sensitive adhesive sheet, having a maximum of loss tangent in a frequency region equal to or larger than a maximum characteristic frequency generated by a shock when said electronic device falls, the maximum of the loss tangent being equal to or greater than 1.

10 2. A double coated pressure sensitive adhesive sheet according to claim 1, wherein the maximum of the loss tangent of said adhesive layer at 25°C is in a frequency region equal to or greater than  $10^3$  Hz.

15 3. A double coated pressure sensitive adhesive sheet according to claim 1, wherein said electronic device is a portable telephone.

4. A double coated pressure sensitive adhesive sheet according to claim 2, wherein said electronic device is a portable telephone.